



CAREER CLUSTER

Marketing

CAREER PATHWAY

Marketing Management

INSTRUCTIONAL AREA

Selling

BUSINESS-TO-BUSINESS MARKETING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 60 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the role of customer service as a component of selling relationships.
- Explain key factors in building a clientele.
- Discuss motivational theories that impact buying behavior.
- Explain factors affecting pricing decisions.
- Communicate core values of product/service.

CASE STUDY SITUATION

You are the owners of a new yoga studio named BREATHE. BREATHE will offer a variety of classes ranging from gentle, restorative yoga to challenging courses. Customers will have three payment options for BREATHE classes:

- \$15.00 – drop-in class individually priced
- \$99.00 – 10 class punch card
- \$125.00 – one month of unlimited classes

BREATH will be located in a newly revitalized neighborhood. The studio is on the second floor of a two-story building, directly above a cocktail and appetizer lounge. Next door to the studio is a local art gallery and there is a coffee shop across the street. The revitalized neighborhood also includes other restaurants, bars, and many residential apartment buildings and some single-family homes.

You have been working with the general manager in marketing the new yoga studio to residents in the neighborhood. Flyers have been mailed and posted around the neighborhood announcing the grand opening of BREATHE and a coupon for one free yoga class. The promotional coupon has also been printed in the newspaper and is on various social media outlets. The grand opening will be next week.

YOUR CHALLENGE

The general manager of BREATHE feels that it would be beneficial to market the new yoga studio to the area business owners and their employees. Starting off the business with excellent business-to-business relationships will not only give BREATHE a better start, it could add to more clientele.

The general manager has asked you to develop a sales promotion that will offer promotional rates for the other businesses in the neighborhood that can be shared with employees. The general manager is also wondering how BREATHE can market to customers of the other neighborhood businesses. The general manager wants you to determine how BREATHE can collaborate with the neighborhood businesses to market all businesses in the neighborhood.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



**BUSINESS-TO-BUSINESS MARKETING
2021**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Selling

Participant: _____

ID Number: _____

Did the participants:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of customer service as a component of selling relationships?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Explain key factors in building a clientele?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Discuss motivational theories that impact buying behavior?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Explain factors affecting pricing decisions?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Communicate core values of product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						